

# CANDIDATES FOR THE BOARD OF DIRECTORS 2025

*Following are the board candidates' biographies*

## BRITTANY EMMER



My name is Brittany Emmer, and I'm honored to express my interest in serving on the Iron Blossam Board. I live in Sandy, Utah with my husband and our two young children—a four-year-old and a newborn. Our family treasures every moment we spend at the Iron Blossam, and I would love the opportunity to give back to this incredible community that already feels like a second home.

Professionally, I bring over two decades of marketing and business leadership experience. I currently serve as the Vice President of Integrated Marketing at Western Governors University, where I lead a team of 100 professionals across creative, media, operations, and web development. I hold an

MBA from WGU and a Bachelor's in Marketing from the University of Utah. My early career in finance, combined with my deep experience in marketing strategy, data analytics, and technology, gives me a well-rounded skill set that I am excited to contribute to the Board—whether through financial oversight, brand development, digital presence, or strategic planning.

My connection to the Iron Blossam runs deep. My husband has been coming here since childhood, and when we married, I quickly came to love it just as much as he does. We purchased a timeshare a few years ago to create lasting memories with our growing family. Our visits are filled with skiing, hiking, swimming, playing games, and reconnecting in nature. Our four-year-old affectionately calls the Iron Blossam his “vacation home”—a reflection of the warmth, tradition, and community this place embodies.

In addition to my professional strengths, I bring a genuine love for the outdoors and a lifelong connection to Little Cottonwood Canyon. I grew up skiing these slopes and have a deep appreciation for preserving the natural beauty and welcoming spirit of this area. I would be proud to represent fellow owners and work to ensure the Iron Blossam continues to thrive for future generations.

Thank you for your consideration.

## JOHN GREENE:



I currently own four units at the Iron Blossam. Snowbird and Alta are my home away from home. My family has a cabin in the Albion basin area. I've been skiing at the Snowbird Resort since I was twelve and have had a Snowbird ski pass every year since then. I currently serve on the Iron Blossam Board of Directors and have done so for the last six years.

I am currently on the Board of Directors for a condo association in Orlando Florida called Summer Bay Resort. Currently, I serve as the President of the Master's Association, which serves five sub-associations.

I also serve as the President of the Villas, which is an association under the Master Association. Summer Bay consists of 580 units, 50 individual buildings, 8 swimming pools, a lake, 4 restaurants, 2 clubhouses and 2 fitness centers, extensive garden areas and common areas. The budget for this association is \$20,000,000.00 a year. I have been on the board of directors for this association for 19 years.

**Professional Occupation:** I currently own a property management company named Cirrus Properties, which has been in business for twenty-one years. Cirrus Properties specializes in Homeowners Associations, Condos, Townhomes, Planned Unit Developments and Commercial Properties, throughout the Wasatch Front.

**Education:** I have a degree from University of Utah in Business Management with a minor in Organizational Communication.

**Professional Experience:** I have a Real Estate Brokers License in the State of Utah and the State of California. I've had these licenses for over thirty years. I have extensive training and experience in property management, real estate law, code and ethics, financial budgeting, financial structure, sales and marketing.

# EMILY POTTS



Dear Fellow Iron Blossam Owners  
and Board Members,

It's an honor to be endorsed as a candidate for the Iron Blossam Board. My name is Emily Potts, and I've been coming to Snowbird for 32 years—spending summers hiking, relaxing, and reconnecting with nature at both the Cliff and Iron Blossam. A few years ago, I became an owner of two Iron Blossam units, deepening not just my ties to this beautiful place but also my desire to help it thrive.

Professionally, I've owned a small business in Sugar House for over 16 years. I've weathered significant challenges—including the COVID-19 pandemic and three years of intense road construction—and came out stronger, more strategic, and more resilient. These are skills I'm eager to bring to the Iron Blossam Board.

I also bring years of nonprofit leadership and community involvement. I served as Co-Vice Chair of the Wasatch Family Foundation Board for four years, leading successful fundraising and engagement efforts. For the past three years, I've been Treasurer of the Utah LGBTQ+ Chamber of Commerce, where I've worked to maintain financial stability during a time when many organizations are scaling back support for DEI initiatives.

If elected, I'll bring a thoughtful, balanced perspective—grounded in financial stewardship, transparency, collaboration, and a deep appreciation for what makes the Iron Blossam so special. I would love to focus on:

- Enhancing the **guest experience** by exploring ways to make our property more welcoming and enjoyable year-round.
- Supporting **financial stability** with smart, forward-thinking budgeting.
- Improving **owner communication** so everyone feels informed, included, and heard.
- Fostering a stronger **sense of community** among owners and guests alike.
- Promoting **long-term sustainability** so this incredible place continues to flourish for generations to come.

Thank you for the opportunity to serve. I truly care about this community and would be honored to give back in this way.